

Summer 2013 Conference



Pre-Conference - Thursday, July 18th

Step Training 1:00 – 4:00 pm
Holiday Inn Express on the River
781 NE 2nd Street, Corvallis, 97330

Are your businesses ready to export???

The Oregon Economic Development Association in partnership with Business Oregon presents a half day seminar on preparing your businesses for export. This training will feature Scott Goddin Director, U.S. Commercial Service-Portland discussing export business demographics, supply chains, benefits of exporting, and support infrastructure for shipping, regulatory and banking. David Kohl from the Portland Small Business Development Center will discuss export readiness, referrals, and online state and federal resources. Dana Shannon from Business Oregon will present information on internal assessment by companies, marketing considerations and transportation issues. Jeff Diess will be the last presenter and his topic will be internal financing assessments and the magic of export insurance.

This training is designed specifically for Economic Development Professionals and community members interested in Economic Development, but is open to anyone who is interested in attending.

- 1) How economic development officials can include exporting in their conversations with clients
Scott Goddin, Director, U.S. Commercial Service- Portland
 - Oregon Export Overview
 - Export Business Demographics - Company Size /Markets
 - Supply Chain – Direct vs. Indirect
 - Benefits of Exporting
 - Constraints – Support Infrastructure for Shipping/Regulatory/Banking
- 2) Determining Clients' Export Readiness/Triage/Online Resources
David Kohl, Counselor, Portland Small Business Development Center
 - Export Readiness Assessment/Referral/Online Resources/State & Federal

3) Overview of International Marketing, Financing and Related Issues

Dana Shannon, Global Trade Specialist, Business Oregon & Jeff Deiss, Regional Export Finance Manager, U.S. Small Business Administration

- Internal Assessment by Companies
- Marketing Considerations
- Shipping & Transportation Issues
- Internal Financing Assessment
- Trade Financing Issues/Export Insurance

4) Detailed Overview of the Resources Available to Assist Companies

- SBDC Network & Resources
- State Resources/STEP/OTPP
- U.S. Commercial Service
- Trade Finance

Cost: No Charge

Evening Social Networking Event - 5:00 – 6:30 pm
The Vue – 517 SW 2nd Street (Riverwalk)



Fantastic Panoramic View on the River
Heavy Appetizers and No Host Bar
(Free to conference registered guests)

Sponsored: City of Corvallis



Hotel Room Block Information for OEDA Conference Attendees



781 NE 2nd Street, Corvallis (on the river)
(541) 752-0800

\$ 161.00 per night (Reg. \$200+)

Please contact Holiday Inn directly and use the OEDA Group Block name to receive this rate. Note: Room Block is valid until 6/17/13



Summer Conference - Friday, July 19th



**ONAMI/MBI Building
HP Campus, Building 11
1110 NE Circle Blvd., Corvallis 97330**

Sponsors:



Conference Agenda

8:00 am	Registration Opens	8:30 am – Breakfast Buffet
9:00 – 9:15 am	Welcome – Corvallis Mayor, Julie Manning and Skip Rung, ONAMI	
9:15– 10:15 am	2013 Legislative Review and Outlook Financial Incentives White Paper Author, Bill Reid Shaun Jillions, OEDA Legislative Advocate, Tonkon Torp Ron Fox, SOREDI, Government Affairs Chair	
10:30 – 11:30	Business Start-ups and Growth (Invited) Perpetua Power, ZAP's, Inspired Light, 2 Towns Cider	
11:30 pm	BBQ Lunch	
12:00 - 12:30 pm	Keynote: Dr. Ed Ray, OSU President	
12:45 - 1:45 pm	OSU Venture Accelerator (Invited)	
2:00 – 3pm	Social Media Marketing as an Economic Outreach Alicia Nagel, Alicia Nagel Creative and Oregon Manufacturing Ext. Partnership John Hope-Johnstone, HPR Internet Marketing Agency and Travel Oregon	

Charlie Mitchell, City of La Grande
Amy Jauron, McMinnville Economic Development Partnership

3:00 - 4pm

Team Oregon – Team Activities and Collaboration Strategies

Jody Christensen, OEDA Chair

Sarah Means Mizejewski, Lane County ED, Team Lead

Jill Miles, Business Oregon (Invited)

Registration: www.oeda.biz

OEDA Members - \$ 75.00 Non-Members - \$ 90.00